

**WHAT IS CLAIMED IS:**

1. A vending machine for multiple product sales, comprising:  
means for displaying multiple products;  
means for operating said machine and effecting the dispensing of any selected product;  
at least one display screen disposed adjacent to said means for displaying multiple products, and  
an electronic control unit for selectively controlling the display on said screen prior to, and/or during, and/or, after a vending operation.
2. The vending machine according to claim 1, further including a multiplicity of general-nature, attention-attraction and/or sales-promotion video arranged for preprogrammed display on said screen prior to the vending operation of said machine.
3. The vending machine according to claim 2, wherein an activation signal to display at least one of said multiplicity of general-nature, sales-attraction and/or sales-promotion video, is generated by a sensor detecting a person in the vicinity of said machine.
4. The vending machine according to claim 1, further comprising at least one sensor for detecting the presence of a person adjacent to the vending machine.
5. The vending machine according to claim 4, further comprising one or more of said sensors arranged to differentiate between a child and an adult detected to be present in the vicinity of said machine, and to generate a signal processed by said electronic control unit, for selecting a suitable display on said screen.
6. The vending machine according to claim 1, further comprising a loudspeaker for broadcasting the sound track of said display.
7. The vending machine as claimed in claim 1, further including at least one video specifically related to a consumer-selected product arranged for display on said screen during, and for a limited time after, the vending operation of said consumer-selected product.
8. The vending machine according to claim 1, further including a communication link between said machine and a remote central computer arranged to send additional

video to be stored in said vending machine and to delete therefrom selected previously installed video.

9. The vending machine according to claim 1, comprising a multitude of display screens each facing a different side of the machine.

10. The vending machine according to claim 1, wherein the screen is located at a first level from the ground for convenient viewing by a child, an adult or both.

11. The vending machine according to claim 1, wherein said means for operating the machine are coins and said coins are propelled by coin funnels to a common coin collecting lockable box.

12. A method for operating a vending machine, comprising:

providing a vending machine as claimed in claim 1;

providing at least one sensor to detect the presence of a person adjacent to the vending machine and to generate a signal when a person is detected, and

activating by said signal a display on said screen attention-attraction and/or sales-promotion video.

13. The method as claimed in claim 12, further comprising providing one or more sensors on at least one side of the vending machine, enabling the differentiation between the presence of a child and an adult.

14. The method as claimed in claim 13, wherein the detection of a child or an adult by said sensor generates a signal activating an attention-attraction and/or sales-promotion video pre-selected to be appropriate for children or adults.

15. The method as claimed in claim 12, wherein upon actuation of said product-dispensing means, there is displayed on said screen a video relating to the product dispensed.

16. The method as claimed in claim 12, wherein there are provided a multiplicity of screens, and the displays on different screens, are not identical.

17. The method as claimed in claim 12, further comprising locating at least one screen at a first level from the ground for convenient viewing by a child, a short adult, or both.

18. The method as claimed in claim 17, wherein videos appropriate for children are displayed on screens disposed at a lower height than screens appropriate for adult viewing.